

## **Abstract**

**Title:** Corporate identity innovation of basketball club USK Prague

**Objective:** The goal of the thesis is to suggest the complex of innovations in corporate identity of USK Praha Prague (men's team) based on analysis of corporate identity existing position.

**Methods:** Use the method of interview with expert, SWOT analysis and study internal materials and information from the web site of the club.

**Results:** Recommendations, which can lead up to helpful innovations inside the club.

**Key words:** Corporate identity, basketball club, SWOT analysis, interview, innovation